

## **REMARKS**

Claims 1 – 20 are pending in the application. Claims 1-20 have been rejected under 35 U.S.C. § 103 and 112. Claims 1, 2, and 10 – 13 have herein been amended and are fully supported by the specification while claims 3 – 9, and 14 – 20 have been deleted.

### **1. 35 U.S.C. § 112 Rejections**

Claims 1-20 have been rejected under § 112 as containing subject matter for which was not supported in the specification in such as way as to convey that the inventors had possession of the claimed invention at the time the application was filed. Specifically, the Examiner objects to the element of the claims in which the digital certificate is stored on a smart card. The claims have been amended herein to remove the smart card elements. Thus, Applicant requests that the § 112 rejections be withdrawn.

### **2. 35 U.S.C. § 103 Rejections**

Claims 1-6, 9-16, 19, and 20 have been rejected under 35 U.S.C. 103 as being obvious over Herz (US Patent 6,029,195) in view of Dean (US Patent 6,055,512). Applicant respectfully opposes Examiner's rejections.

Applicant has made substantial amendments to the claims in order to clarify the invention. Applicant has also deleted claims 3-6 and 14-20. Therefore, Applicant focuses the arguments herein on claims 1, 2, and 10-13. Turning to the summary of what the invention is, it allows people to post their own ratings on products or services that they use. For example, when a person buys a car, that person can draft a rating review that includes the pros and cons of the car. This rating review is stored in the user's profile. Similarly, other users also create ratings for products and services and store the ratings in their own user profiles.

When a consumer wants information about a particular type of car, for example, in order to make an informed purchasing decision, the present invention creates for that user a "Consumer Reports"-type report, showing how good or bad others have found that model of car to be. Suppose that the consumer wishes to find information about a

2001 Honda Passat. To generate the report, the system searches the user profile for every user and retrieves ratings found in those user profiles that are directed to 2001 Honda Passats. Once this initial group of ratings has been retrieved, the system uses an algorithm to find ratings which have been made by people who are most similar to the consumer. For example, if the current user is a single man in his twenties and lives in the city, the system will weed out ratings that were made by people in their fifties, by married people, by people living in the suburbs, etc.

Once the most relevant ratings are culled, the system creates a report by statistically analyzing the relevant ratings. For example, the report might state that 75% of the selected users found the car to be an "excellent" value, while 45% found the car to have "acceptable" repair costs. The personalized product report is delivered to the user, who is assured that this report is highly relevant since the information is compiled from people with a similar background.

To clarify the invention, the claims now assert the invention to be a method of reporting rating information comprised of:

- (1) a database storing the user profiles for a series of users;
- (2) allowing a user profile to include one or more 'reviews' of products or services;
- (3) having a consumer request information about a certain product (or service);
- (4) selecting the reviews from the various user profiles that are directed to the desired product; and
- (5) presenting the information to the consumer.

In some embodiments of the invention, the set of reviews are manipulated by filtering only those reviews created by a user with similar interests, of a similar age group, etc.

Since the newly amended claims better describe the invention, several of the prior claims have been deleted. While the Examiner has indeed shown that Herz teaches an application utilizing user profiles, the Examiner has not shown that Applicant's invention (as amended herein) is obvious in view of Herz and the other cited references. A prima facie showing of obviousness requires: (1) a suggestion or motivation either in the reference itself or in the art, to modify or combine teachings; (2) a reasonable

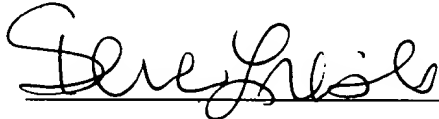
chance of success in combining the teachings; and (3) the teachings must teach or suggest all of the claim limitations. The Examiner has not met the requirements of such a prima facie case.

Since the Examiner has not shown any suggestion or motivation to combine the teachings of the cited references to create the claimed invention, accordingly, Applicant requests that Examiner withdraw all § 103 rejections.

### **3. Conclusion**

Applicant respectfully requests reexamination of claims 1, 2 and 10 – 13 and submits that these claims are in condition for allowance. Accordingly, a notice of allowance is respectfully requested. In the event a telephone conversation would expedite the prosecution of this application, the Examiner may reach the undersigned at 612-607-7508. If any fees are due in connection with the filing of this paper, then the Commissioner is authorized to charge such fees including fees for any extension of time, to Deposit Account No. 50-1901 (Reference #AND1P029).

Respectfully submitted,



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IN THE CLAIMS

Please delete claims 3 – 9, and 14 – 20 .

Please amend claims 1, 2, and 10 – 13 as follows:

1. (Thrice Amended) A method for creating a user network interface reporting rating information, comprising the steps of:

(a) ~~allowing a user to aggregate profile information into sets including at least one of: home persona, alternate home persona, and work persona;~~

(b) ~~obtaining user profile information from at least one of the sets;~~

(c) ~~gathering information from one or more users regarding product characteristics;~~

(d) ~~correlating the user responses;~~

(e) ~~performing statistical analysis of the user responses; and~~

(f) ~~presenting the statistical analysis in a personalized report based on the user profile information; and~~

(g) ~~storing the user profile on smart card.~~

providing a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

receiving from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users; and

creating a first set of rating information from product/service rating data from the database for the desired product/service; wherein the first set of rating

information is from a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service.

2. (Amended) A method for ~~reporting rating information creating a user network interface as recited in claim 1, including the step of storing statistical ratings in a database correlated to a particular product or service.~~ further comprising, filtering the first set of rating information to create a second set of rating information, wherein the filtering is based on the personal information data in the first set of user profiles compared to the personal information data from the user profile of the requesting user, and reporting the second set of rating information to the requesting user.

10. (Amended) An apparatus that ~~creates reports rating an information summary,~~ comprising;

- (a) a processor;
  - (b) a memory that stores information under the control of the processor;
  - ~~(c) logic that allows a user to aggregate profile information into sets including at least one of: home persona, alternate home persona, and work persona;~~
  - ~~(d) logic that obtains user profile information from at least one of these sets;~~
  - ~~(e) logic that gathers information from one or more users regarding product characteristics;~~
  - ~~(f) logic that correlates the user responses;~~
  - ~~(g) logic that performs statistical analysis of the user responses;~~
  - ~~(h) logic that presents the statistical analysis in a personalized report based on the user profile information; and~~
  - ~~(i) logic that stores user profile information on a smart card.~~
- (c) a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

(d) logic that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users; and

(e) logic that creates a first set of rating information from product/service rating data from the database for the desired product/service; wherein the first set of rating information is from a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service.

11. (Amended) A computer program embodied on a computer-readable medium that reports rating information ~~creates an information summary~~, comprising:

~~(a) a code segment that allows a user to aggregate profile information into sets including at least one of: home persona, alternate home persona, and work persona;~~

~~(b) a code segment that obtains user profile information from at least one of these sets;~~

~~(c) a code segment that gathers information from one or more users regarding product characteristics;~~

~~(d) a code segment that correlates the user responses;~~

~~(e) a code segment that performs statistical analysis of the user responses;~~  
~~and~~

~~(e) a code segment that presents the statistical analysis in a user comprehensible manner; and~~

~~(f) a code segment that stores the user profile on a smart card.~~

a code segment that stores a plurality of user profiles corresponding to a plurality of users in a database, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

a code segment that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users; and

a code segment that creates a first set of rating information from product/service rating data from the database for the desired product/service; wherein the first set of rating information is from a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service.

12. (Amended) A computer program embodied on a computer-readable medium that reports rating information ~~creates an information summary~~ as recited in claim 11, ~~including logic that stores statistical ratings in a database correlated to a particular product or service.~~ further comprising,

a code segment that filters the first set of rating information to create a second set of rating information, wherein the filtering is based on the personal information data in the first set of user profiles compared to the personal information data from the user profile of the requesting user, and

a code segment that reports the second set of rating information to the requesting user.

13. (Amended) An apparatus for reporting rating information as recited in claim 10, further comprising, ~~A computer program embodied on a computer-readable medium that creates an information summary as recited in claim 11, including logic that provides ratings to a user from the database based on a particular product or service.~~ logic that filters the first set of rating information to create a second set of rating information, wherein the filtering is based on the personal information data in the first set of user profiles compared to the personal information data from the user profile of the requesting user, and

logic that reports the second set of rating information to the requesting user.